

DATE: April 12, 2018

TO: Andrea Sandoval, Madera Irrigation District

FROM: Jeff Crider, Crider Public Relations, Inc.

SUBJ: History Book Proposal

Thank you for contacting me about putting together a history book to commemorate Madera Irrigation District's 100th anniversary. Below you will find some background on me as well as details on how I would approach this project, complete with a timeline of how I would plan to complete the text by March 4, 2019 so that we could provide the graphic artist with edited text by April 1, 2019 with the idea that the artist would have a print-ready file that includes the text, photos and photo captions by June 1, 2019. This should allow plenty of time for printing and stress free scheduling of commemorative activities.

My Background

I have 31 years of professional writing experience, including 11 years as a daily newspaper reporter and 20 years as a public relations consultant and freelance writer specializing in water agencies. I have written extensively about water agencies and agriculture throughout my career.

I have written four water agency history books in the past four years, all of which have been very well received by my water agency clients. I completed the first book in 2014 for San Bernardino Valley Municipal Water District. I just completed a book for Coachella Valley Water District, which was printed in January of this year. I am currently going through final editing for additional history books for Palmdale Water District and Mojave Water Agency.

I should note that I have extensive water industry experience, having launched my PR career with USFilter in 1998 when they were headquartered in Palm Desert. I have also provided media relations and ghost writing services for several water agencies in Riverside and

San Bernardino Counties during the past 18 years. I covered business and agriculture during my newspaper career and frequently wrote articles for agricultural trade magazines, including *Packer & Shipper* and *Drover's Journal*. I was the California Farm Bureau's Agriculture Reporter of the Year in 1996 and received several writing awards from the Inland Empire Chapter of the Society of Professional Journalists for my agriculture reports as well as an Honorable Mention for my reporting from the National Association of Agricultural Journalists.

My Approach

I find that water agency history books are most interesting when we can tell the agency's story while looking at the impact it has had on the economic development of its service area. This is easy for me to do since I am a former business reporter and enjoy writing about topics relating to economic development.

I take a journalistic approach to these projects and make extensive use of quotes and write only about the most interesting and necessary aspects of an agency's history. I try to make these coffee table style books that are interesting and informative and fun to read rather than granular, scorched earth accounts that put people to sleep.

I typically start my water agency history books with a little scene setting to let people know what the local area was like before the agency was established. I then explain the factors that led to the formation of the agency and talk about the agency's growing responsibilities as its population grew and as its economy became more diversified.

I have done some preliminary research to get a sense of the types of historical and informational resources that would be available to me in the Madera area for this project. These include:

— **Madera Irrigation District itself:** I'll want to review all of the district's annual reports as well as the most relevant Strategic Plans and Urban Water Management Plans that the district has submitted to the state Department of Water Resources. I'll also want to review U.S. Geological Survey reports and consultants' reports dealing with topics the district would like to highlight in the book. I'll also want to do face to face interviews with General Manager Thomas Greci and each of the board members as well as other district staff members and sources in the community who may be helpful for this project. I am particularly excited to interview the board members and gain their insights since their families have been involved in agriculture in Madera County for generations. I am sure they will have very worthwhile information to share about their family businesses and the evolution of agriculture in Madera County. I will also want to review the district's photos later in the research process.

— **Archives of the Madera Tribune, the Fresno Bee and other newspapers that have written stories about Madera Irrigation District:** Pre-2000 articles from the Madera Tribune are available on microfilm at the local library. The Fresno County Public Library also has pre-1986 articles on microfilm. These would supplement those articles I can find with my newspapers.com subscription.

— **Madera County Public Library:** Charles Doud of the Madera Tribune tells me that Mary Sholler, the library's research librarian, is an excellent source and can help me find all kinds of information about the district and its history.

— **Madera County Historical Society:** Historical societies are usually excellent sources for photos, which they will typically let us use at no charge so long as we give them photo credits in the book.

— **Fresno Historical Society:** Their archives are quite extensive and could be a useful source.

— **Madera County Agricultural Commissioner's Office:** Their crop reports will be helpful to chart the evolution of agricultural production in the district's service area.

— **Madera County Farm Bureau:** They may have some useful information, statistics and sources.

Every California Water Agency is Different, But They Share Common Challenges

All of the water agencies I have profiled in history books so far have needed to import water from the State Water Project or the Colorado River to supplement their local supplies. They have also suffered from falling groundwater levels and subsidence to varying degrees. All of them have also developed residential water conservation programs while encouraging their agricultural customers to use more efficient irrigation systems. I am eager to explore Madera Irrigation District's history and learn how the agency has evolved over the years, how it has tackled different water management challenges and how it plans to address the water management challenges of the future. I noticed that the district has won several awards and industry recognition, which we can highlight in the book.

ISBN Numbers

I recommend that Madera Irrigation District obtain an ISBN number for this book as soon as we have it ready in digital format. An ISBN number costs about \$150 and can be easily obtained online through [ISBN.org](https://www.isbn.org) or the Bowker Company. Once we have an ISBN number, the book can be distributed to public libraries and universities and used as a historical reference.

U.S. Library of Congress Copyright

Coachella Valley Water District obtained a Library of Congress copyright for the book I prepared for them. This is also something that can be applied for online and should be done prior to printing.

History Book Pricing

I typically charge agencies \$24,000 to research and write their history books, gather the necessary photos, write photo captions and incorporate edits from district staff. This works out to 282.3 hours at my normal billing rate of \$85 per hour. I know from experience that I need at least this much time to develop a high quality water agency history book, such as the book I recently developed for Coachella Valley Water District.

Anticipated Research and Writing Timeline

I anticipate doing the research and interviews for the Madera Irrigation District history book between May and October of this year, while focusing on the photo research in October and the actual writing of the text between November and February. I plan to provide you with the preliminary outline of the history book on Nov. 1, 2018 and a completed manuscript no later than March 4, 2019.

I subscribe to newspapers.com and other databases, which enable me to start my database research immediately. I may subscribe to additional database sources as needed, depending on my research needs for this project.

However, before I get too far with database research, I would like to interview General Manager Thomas Greci and Madera Irrigation District's board members to get their input and perspectives as well as their suggestions on people I should interview for the Madera Irrigation District history book project.

I am available to come to Madera on the following dates to do a

preliminary round of interviews with Mr. Greci and board members. I would also like to take a tour of the district with district staff during this time.

I am available to come to Madera May 21-24 or June 18-21 to do this preliminary research. Please let me know your preference.

Here is a more detailed outline of my anticipated work timeline for this project.

Research Phase: May to October

Work Time for May and June (48 hours)

Database Research: (16 hours)

Onsite research and interviews in Madera: Interview General Manager Thomas Greci and board members who are available as well as other prominent sources. I would also like to tour district facilities and visit local libraries, museums and historical societies. (32 hours)

Work Time for July, August and September (32 hours)

Research and review articles, looking for quotes to use in the history book. Interview sources.

Work Time for October (32 Hours)

Follow up interviews with Mr. Greci and other sources; as well as historical photo research.

Proposed dates for follow up visit to Madera: Monday to Thursday, Oct. 1-4 (32 hours)

Provide Madera Irrigation District with History Book Outline Nov. 1

Total Estimated Research Work Time is 112 hours Through October

Writing Phase

Work Time for October 2018 to February 2019 (140 hours)

My plan is to write the history book during this period with the goal of having the complete manuscript to you no later than March 4, 2019.

Editing and Photo Caption Phase (30 hours)

March and April 2019

This includes edits of the manuscript, writing photo captions, and assisting with additional edits as needed after the text is laid out by the graphics designer.

Next Steps

Assuming this proposal is acceptable, I would need a check for \$2,000, made out to Crider Public Relations, Inc., to get started as I will be spending extensive time up front with this project and will incur lodging and travel costs, which I will absorb as part of this project. I would then deduct that \$2,000 from my first monthly invoice. I prefer to be compensated within three weeks of invoicing unless other arrangements are made.

I can send you a W-9 form with my corporation information for tax purposes.

I very much appreciate the opportunity to submit a proposal.

Should you have any questions, please feel free to contact me.

Sincerely,

Jeff Crider

Crider Public Relations, Inc.
74-464 Candlewood Street
Palm Desert, CA 92260
(760) 567-9775
criderpublicrelations@gmail.com

Water Agency History Book References:

Diane Carmony: Coachella Valley Water District, (760) 398-2651

Doug Headrick, San Bernardino Valley MWD, (909) 387-9226

Judy Shay, Palmdale Water District, (661) 947-4111

Yvonne Hester, Mojave Water Agency, (760) 946-7000